

ECOLOGICAL BRANDING

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Ecological branding is becoming more widespread today. So many companies today use 'generic green' to add credibility and value to their brand make. Organic this, recycle that, plant a tree here, save water there. There is a need for this kind of brand because the consumers are becoming more aware of their consumption effect on the environment.

Ecological products are becoming more popular. Now we recognize those companies that realize the importance of green products. People noticed various forms of pollution and the damage they cause the world around them harming the ecosystems, animals and humans. The importance of ecological products is evident.

Ecological branding is a new type of branding which deals with positioning ecological goods on the market.

Speaking about this kind of branding the following instruments must be marked:

- 1) “Ecological legend”. For instance, “This water is the source for youth of your body”. It is a publicity slogan of Evian Water. The reason for such a slogan is that the source of this water is located in the Alps.
- 2) “The image of harmless locality” provides an idea of a clean origin of commodity. It can be an ecological territory or region. The name of this place can soon become a part of the brand name. For example, medical cosmetology Vichy (the region in France).
- 3) Industrial “know-how”. A producer tries to convince us that his goods are made without pesticides or harmful fertilizers and dangerous food concentrates.
- 4) “Personalization of a manufacturer”. When consumers see on the face of a product the family producing this product they entrust its naturalness.
- 5) “Fito-copywriting”. It is a technology of right naming for goods. Manufactures today use such words as Vita, Pure, Fit, Bio, Nature and others. Such prefixes increase income by 15 per cent.
- 6) “Merchandising”. Usually ecological products are located in special departments of the shops with signboards “Useful”, “Ecological products”, etc.

It is interesting to investigate environmental brands on the market, and what these brands stand for, e. g. brands that are known all over the world are olive oil Anthropologic, rye vodka Belvedere, sport clothes Patagonia, cosmetology Green Mama and so on.

The ecological producing sphere is constantly changing. Today conditioners do not only refresh air but they also enrich it with vitamin C (Fresco Tech). The world market proposes computer mouses with a system of ionization (Aopen). Today there appear restaurants which specialize in natural food. (Organica). Today you can go to Smothie-bar where you can always drink fresh juice.

As for Ukraine, in 2010 such ecological brands as Sandora, Nasha Ryaba, Tulchina, Morshinska, Mirgorodska, Arterium and others were included to the rating of “TOP-100 Ukraine” which was made by HPP Consulting agency.

There are many preconditions for development an ecological branding in Ukraine. Each company understands that ecological branding is powerful in many ways. It is complementary to product design, advertising, merchandising, web design, PR and generally everything that the customer can see, touch or perceive.

The goal of ecological branding is to increase profitability which it perfectly provides.